

YES SIR--THE SECOND COMING A REALITY

Originally conceived for the common good, came into existence, designed to serve mankind supported by the great constructive majority—it grew by leaps and bounds—within a few years sales grew from forty thousand to a million a year—and then like every other force in this old world we found there is another force at work, a destructive parasitic minority force that tears down and destroys what others create. We have met these forces and know them by their deeds—allied with them you will find others who are willing tools devoid of principle, men who have no confidence in themselves or others, who by brute force alone maintain their monopolistic position. Eighteen months ago the Hooverized was torn to pieces—eaten up—a personal fortune was lost—an organization, the result of 15 years' work was destroyed—the Hooverized was never supposed to exist again—but the law of evolution is always at work—these destructive forces cannot always hold back progress.

A year ago this month the Hooverized again came into existence although not without these same forces doing everything in their power to prevent it. The right of majority, properly organized could not be denied. The Hooverized, a year ago, was established and financed by patrons and citizens of La Grande. After one year's operation, the Hooverized takes pleasure in announcing that the original amount of money that was raised by subscription, \$25,000—has been returned to them—and the Hooverized stands today a \$20,000 corporation, independent of all commercial pirates. The Hooverized as it stands was created in, by and for Eastern Oregon people. The Hooverized is a private corporation with the broadest possible public policy, in the interest of the consumer. It is and has been the policy of the Hooverized to pay a fair rate of interest on the invested capital and the balance to be returned to the consumer, where it rightfully belongs, in the way of greater values—the Hooverized, during the past year under the handicaps in which we were compelled to operate is conscious of rendering dependable service and unexcelled values and we are going to make you sit up and take notice during our second year's progress. The Hooverized is today the largest buyer and seller to the consumer in Eastern Oregon. We have only three stores but they are right here at home in Eastern Oregon, owned by and working for Eastern Oregon people all the time.

Yours truly,

HOOVERIZED

WHERE THE THRIFTY THROG

SUGAR	
Pure Cane Sugar, 100 pound sack	\$6.95
POTATOES	
The finest Yakima, good cookers or bakers, 100 pound sack	\$1.68

COFFEE—TEA	
Country Club, 1, 3, 5 pound tin, pound	39c
Royal, 1 pound tin	39c
M. J. B. Coffee, 3 pound tin	\$1.26
M. J. B., 5 pound tin	\$1.97
George Washington Instant Coffee, 40c tin	33c
Ridgeway's \$1.00 pound Tea	68c
Ridgeway's 30c 1-4 pound package	22c

BAKING POWDER	
Calumet, 1 pound tin	29c
Crescent, 1 pound tin	29c
Shillings, 1 pound tin	43c
Soda, A. & H., 1 pound package	39c

OLIVES AND PICKLES	
Libby's large Queen	28c
Libby's large stuffed Olives	27c
Libby's medium stuffed Olives	18c
Libby's small Queen Olives	16c
Sweet Mixed Pickles, pint	18c
Sour Pickles, pint	15c
Dill Pickles, large, dozen	28c
Maraschino style Cherries, small bottle	28c
Maraschino style Cherries, 7 oz. large bottle	38c
Rex Sliced Beef, large jar	23c
Rex Sliced Beef, in tin	19c

CANNED FRUITS	
Del Monte Melba Halves. These are the largest and finest peaches canned and are much finer than the regular Del Monte grade. They are usually sold at 60c a can. Hooverized birthday price, No. 2 1/2 tin	34c
Libby's yellow Freestone Peaches in heavy syrup, 2 1/2 tin, 33c	
Royal Club Apricots, No. 2 1/2 tins	33c
Del Monte peeled Apricots, No. 2 tins	29c
Royal Club sliced Peaches, No. 2 1/2 tins	33c
Royal Club Pears, No. 2 1/2 tins	39c

CANDY	
7 Penny Fruit Flavored Stickers	5c
Gum Drops, fruit flavored, full pound	15c
Peanut Fudge, full pound	15c
Chocolate, vanilla flavor, full pound	20c
Salted Peanuts, 5c pkg., 8 for	25c
Fruit Punch Candy, pound	20c
Gum, all flavors, all brands, 8 pkgs.	25c

SPICES	
Royal Club and all other well known brands	
Pepper, 2 oz. tin	7c
Pepper, 1/2 pound	26c
All other spices in 2 oz. tins including mace, nutmeg, cinnamon, etc.	13c

WASH DAY NEEDS	
Rex double strength Ammonia, large bottle	10c
Rex double strength Bleach, large bottle	13c
White Borax Naphtha Soap—The best soap for hot or cold water. Hooverized, 25 bars	\$1.00
Pearl White, 27 bars	\$1.00
Sea Foam Wash Powder, 4 ten cent pkgs.	25c
Wonder Polish, 4 ten cent boxes	25c
Economy Washing Tablets, 15c pkg.	10c
Gold Dust, small pkg.	7 for 25c
Borax Chips, 3 15c pkgs.	35c
Crystal White Soap, 10 bars	47c
Wind Rose Glycerine Soap, 4 ten cent bars	25c
Fountain Peroxide Soap, 4 ten cent bars	25c
Creme Oil Soap, 4 ten cent bars	25c

TOBACCO	
Star, full plug	78c
Horseshoe, full plug	78c
Union Leader, glass jar, \$1.00 size	78c
Stud Smoking Tobacco, 75c pkg.	25c
Our Advertiser, 4 ten cent pkgs.	25c
City Club Union Label Tobacco, 15c tin	9c
Gold Shore Union Label Tobacco, 15c tin	9c
Old Colony Union Label Tobacco, 15c tin	9c
Payton's Chewing Tobacco, 15c pkg.	9c
Maritima Chewing, 15c pkg.	9c
Old Port Chewing, 15c pkg.	9c
Piper Heidsieck Chewing Tobacco, 20c pkg.	13c
Climax Chewing Tobacco, 85c pkg.	25c
Union Leader, 10c foil, 4 pkgs.	25c
Edgeworth Tobacco, 35c tin	28c
Reno Cigarettes, 10c pkg., 4 for	25c
Velvet, 5c bag, 7 for	25c
Old English Cut, \$1.40 pound tin	97c

PINEAPPLE—YE GODS!	
Look at these prices, and then you will realize as you never did before what Hooverized means to you.	
Libby's Brand—Rosebud, sliced Pineapple, No. 2 1/2 tin, usually sold at from 50c to 60c, Hooverized	33c
Hillsdale sliced pineapple. This is Libby's No. 2 1/2 tin, standard quality. Why pay 45c? Hooverized	28c
Rosebud, Libby's extra choice Pineapple, sliced, No. 2 tin, 40c value, Hooverized	27c
Rosebud Grated Pineapple, No. 1 tins, 20c value, Hooverized 14c. No. 2 tin grated, 40c value, Hooverized 23c	
Loganberries, No. 10 tin. White Star brand, solid packed in their own juice, Hooverized	83c

DON'T OVERLOOK THIS	
Porter's full 16 pound weight Macaroni, Spaghetti, Noodles, Vermicelli, 4 pkgs.	25c
Campbell's Soups, all flavors, can	10c

SOME DATES	
2000 pounds fresh dates, better than candy, a real food, 18c pound, 3 pounds 50c.	

FRESH FRUITS AND VEGETABLES	
Fine, large Head Lettuce	10c
Fresh Strawberries, box	19c
Sunkist Lemons, dozen	39c
Louisiana Kilm Dried Sweet Potatoes, 4 pounds	25c

MILK	
Oregon Milk, large can	9c
Carnation Milk, large can	10c

BREAKFAST FOODS	
Quaker Corn Puffs, package	5c
Quaker Pancake Flour, 2 packages	25c
Quaker Cream Meal, 20c package, 2 for	25c
Corn Meal, No. 10 sack	27c
Kerr's Oats, 10 lb. sack	58c
Health Nuggets, large sack	38c
Kellogg's Corn Flakes	10c
Grape Nuts	15c
Shredded Wheat, 2 pkgs.	25c

CANNED VEGETABLES	
Hooverized	
Mission fancy Sugar Peas, No. 2 tin 19c; per case, 24 \$4.36	
Mission fancy String Beans, No. 2 tin 21c; case 24, \$4.84	
Seaport Standard String Beans, No. 2 tin 15c; case 24, \$3.60	
Royal Club Pumpkin, No. 2 1/2 tin 19c; per case 24, \$4.36	
Royal Club Kraut, No. 2 1/2 tin 17c; per case 24, \$3.88	
Del Monte Kraut, No. 2 tin 14c; per case 24, \$3.16	
Del Monte Corn, No. 2 tin 19c; per case 24, \$4.36	
Del Monte Tomatoes, 1 lb. pack, No. 2 tin 18c; case 24, \$4.12	
California Standard Tomatoes, No. 2 1/2 tins 18c; case \$4.12	
Fancy New Hampshire Corn, can 19c; per case 24, \$3.97	

FRESH EGGS	
Received daily, dozen B's, 3 for	55c

HOUSEHOLD NEEDS	
Schepp's full pound package Coconut	38c
Premier Salad Dressing, small size	15c
Peanut Butter, fresh ground, pound	15c
Full Cream Cheese, pound	23c
Cream Brick Cheese, pound	28c
Fresh Creamery Butter, your favorite brand, one pound 38c—2 pounds 75c.	

FLOUR	
Best of Best, 49 lb. sack	\$1.65
Olympic Flour, 49 lb. sack	\$2.15
Picket Flour, 49 lb. sack	\$1.95
Blue Stem Flour, 49 lb. sack	\$1.88

BEANS AND RICE	
Fancy small White California Beans, 10 lbs.	83c
Fancy Red Mexican California Beans, 10 lbs.	79c
Fancy Lima California Beans, 10 lbs.	97c
Fancy Blue Rose Head Rice, 10 lbs.	87c
Fancy Japan Style Head Rice, 10 lbs.	75c

SYRUPS	
Blue Label Karo, No. 10 tin	63c
Red Label Karo, No. 10 tin	73c
Liberty Bell Maple Syrup, full gallon	\$1.18
Log Cabin Syrup, large size	93c
Adirondack Maple Syrup, full gallon	\$1.97
Uncle Tom Black Strap, full gallon	58c

LUNCH GOODS	
Rainier or Pale Staff Beer, 20c bottles, each	10c
Genuine Deviled Hams, 1-4's	23c
Genuine Deviled Chicken, 1-4's	28c
Genuine Deviled Chicken, 1-4's	18c
Genuine Deviled Meat, 1-4's	7c
Genuine Deviled Meat, 1-2's	16c
Red Crown Roast Beef, 1 lb. tin	28c

CANNED LUNCH GOODS	
Get your summer requirements. Just right for your fishing and other trips you are planning.	
Libby's Pork & Beans, large cans, 20c value, Hooverized 14c	
Moosebeek Sardines in salad oil, packed in carton with key. A high grade article. Tin	13c
Palm Brand Sardines in oil, per tin	5c
Sardines in Mustard, pound tin	18c
Royal Club large Oysters, No. 1 tin	33c
Mountain medium sized Oysters, No. 1 tin	19c
Seaport Oysters, No. 1 tin	16c
Preferred Stock Shrimps, No. 1 tall tin	15c
Del Monte Salmon, red, No. 1 flat	23c
Del Monte Salmon, red, pound tall tin	39c
Royal Club Pimientos	19c
Curtiss Sandwich Ganishola, glass	19c
Van Camp's Chili Con Carne, No. 1 tin	13c
Rex Sliced Beef, large jar	23c
Rex Sliced Beef, large tin	19c
Rex Sliced Beef, small jar	15c
Knight's Catsup, pint bottle	18c
Van Camp's Catsup, pint bottle	28c
Large Bunch fresh crisp Radishes	4c
Matches, Rosebud, the finest finished and largest box of matches known. Once used, always used, per box 7c	
Ordinary Matches, box 5c; 10 boxes	45c
Pure Fruit Jelly, all flavors, nothing but sugar added, 2 glasses	25c
Swift's Sugar Cured Lean Bacon, pound	28c
Swift's 5 pound, full weight lard	96c
Swift's No. 5 Jewel Shortening	78c
Grande Ronde Meat Co.'s Lard, No. 5 tin	75c
White Silver Skin Onions, 10c pound; 5 pounds	45c
Fancy fresh Pineapples, another shipment just in	16c
Rex High Test Lye, 2 cans	25c
Dutch Cleanser	30c

HOOVERIZED GROCERY